

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BMK 3154 – SEMINAR IN WEB MARKETING
(All sections / Groups)

3rd JUNE 2016
9 a.m. – 11 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages (*including* the cover page).
2. Answer **ALL** questions.
3. All the questions carry equal marks (total 50 marks).
4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions.

Each question carries equal marks. (Total 50 marks)

Question 1

Creating useful information is a challenging job for marketers as they need to use different approaches in delivering usable sites and content for serving both task-oriented users and experiential users. Discuss the usability for task-oriented sites.

(10 marks)

Question 2

Without visitors, the best web site is a wasted resource. Identify the **FIVE (5)** main forms of web traffic plan that marketers use to generate traffic.

(10 marks)

Question 3

Online capabilities that pair consumer information with individualised products and services allow firms to create highly personalised responses to customer goals, needs and wants. By using appropriate examples, explain the primary benefits of personalisation.

(10 marks)

Question 4

A well-functioning online community has extensive member generated content. Not only is member generated content a sign of a healthy community, it can dominate sponsored content in several ways. Explain the desirable features of member generated content in details.

(10 marks)

Question 5

Bundling pricing is a pricing tactic relevant to online content. Define the bundling pricing tactic and discuss why companies may want to use this tactic.

(10 marks)

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